

Amendments to the Claims:

This listing of claims will replace all prior versions, and listings, of claims in the application:

Listing of Claims:

1. (Currently Amended) An apparatus for displaying broadcast information of a television comprising:

a broadcast service provider transmitting broadcast signals of each broadcast program including region information (~~information indicating a region whereby specific information exists~~) and specific information for each region, the region information indicating a region whereby specific information exists; and

a television receiver for receiving the broadcast signals transmitted from the broadcast service provider, video processing the received broadcast signals and displaying them through a screen, and displaying specific information of a corresponding region when a user selects a certain region on the screen.

2. (Original) The apparatus according to claim 1, wherein the television receiver includes:

a TV controlling means for enabling the user to control TV functions and to select screen regions;

a video processing unit for video processing the broadcast signals and specific information corresponding to each region and for displaying the signals and information on the screen;

a memory unit for storing the region information and specific information corresponding to each region; and

a microcomputer for reading, from the memory unit, the specific information corresponding to the region of the screen selected by the user through the TV controlling means with reference to the region information and for outputting the information to the video processing unit.

3. (Original) The apparatus according to claim 2, wherein the TV controlling means includes a direction key or a track ball for selecting the screen regions.

4. (Original) The apparatus according to claim 2, wherein the television receiver further includes an Internet module enabling WEB site information included in the specific information to be read and processed through the screen.

5. (Original) A method of displaying broadcast information of a television comprising the steps of:

a broadcast service provider transmitting broadcast signals of each broadcast program including region information and specific information for each region;

receiving through a television receiver the broadcast signals transmitted from the broadcast service provider, video processing the received broadcast signals and displaying them through a screen, and storing the region information and specific information for each region among the broadcast signals;

a user operating an indicating means to search a region on the screen and selecting a desired region; and

displaying a video image of the region selected by the user or its corresponding specific information.

6. (Original) The method according to claim 5, wherein the specific information for each region consists of at least one of video related information of a corresponding region and Internet WEB site URL.

7. (Original) The method according to claim 5, wherein the step of the user operating an indicating means to search a region on the screen and selecting a desired region includes the steps of:

moving a position of a cursor in accordance with the movement of the indicating means; and

changing a shape or color of the cursor, when specific information exists in the region of the screen where the cursor is positioned.

8. (Original) The method according to claim 5, wherein the step of the user operating an indicating means to search a region on the screen and selecting a desired region includes the steps of:

the user pressing a selection key on the indicating means to select the region;

displaying indexes on the regions defined by the region information among the regions of the screen; and

selecting among the indexes an index, which the user desires.

9. (Original) The method according to claim 5, wherein the step of displaying a video image of the region selected by the user or its corresponding specific information includes the step of:

displaying a video image of a region selected by the user on one side of the screen and displaying corresponding video related information on the rest of the screen.

10. (Original) The method according to claim 5, wherein the step of displaying a video image of the region selected by the user or its corresponding specific information includes the step of:

connecting to an Internet WEB site corresponding to the video image of the selected region and displaying a corresponding screen image.

11. (New) A method of providing supplemental information in a television receiver, the method comprising:

a' receiving a broadcasting signal representative of an image, the broadcasting signal including position information of at least one interactive region within the image and supplemental information preassigned to the interactive image region;

storing the received position information and supplemental information in a memory and displaying the image on a display screen; and

displaying the stored supplemental information on the display screen when the interactive image region is selected by a user.

12. (New) The method of claim 11, wherein the supplemental information is data related to an object included in the interactive image region.

13. (New) The method of claim 11, wherein the user selects the interactive image region by locating a moveable cursor within the interactive image region and entering a selection command via a television (TV) control unit.

14. (New) The method of claim 13, wherein a shape or color of the moveable cursor is changed when located within the interactive image region in order to indicate an existence of the supplemental information.

15. (New) The method of claim 11, further comprising:
undisplaying the supplemental information from the display screen when a return command is received from the user; and
redisplaying the image on the display screen.

16. (New) A method of providing supplemental information in an Internet television receiver, the method comprising:

receiving a broadcasting signal representative of an image, the broadcasting signal including position information of at least one interactive region within the image and an address of an Internet Web site preassigned to the interactive image region;

storing the received position information and the Web address in a memory and displaying the image on a display screen;

connecting to the Web site based on the stored Web address and receiving contents of the Web site when the interactive image region is selected by a user; and

displaying the received contents of the Web site on the display screen.

17. (New) The method of claim 16, wherein the Internet Web site includes one or more Internet Web pages related an object included in the interactive image region.

18. (New) The method of claim 16, wherein the address of the Internet Web site is a uniform resource locator (URL).

a 19. (New) The method of claim 16, wherein the user selects the interactive image region by locating a moveable cursor within the interactive image region and entering a selection command via a television (TV) control unit.

20. (New) The method of claim 16, further comprising:
undisplaying the contents of the Web site from the display screen when a return command is received from the user; and
redisplaying the image on the display screen.

21. (New) An interactive television receiver comprising:
a tuner receiving a broadcasting signal representative of an image, the broadcasting signal including position information of at least one interactive region within the image and supplemental information preassigned to the interactive image region;

a memory storing the received position information and supplemental information;

a display screen displaying the image; and

a microprocessor generating control signals for displaying the stored supplemental information on the display screen when the interactive image region is selected by a user.

Q. 22. (New) The interactive television receiver of claim 21, wherein the user selects the interactive image region by locating a moveable cursor within the interactive image region and entering a selection command via a television (TV) control unit.

23. (New) The interactive television receiver of claim 22, wherein the microprocessor changes a shape or color of the moveable cursor when located within the interactive image region in order to indicate an existence of the supplemental information.

24. (New) The interactive television receiver of claim 21, wherein the microprocessor further generates control signals for undisplaying the supplemental information and redisplaying the image on the display screen when a return command is received from the user.

25. (New) An interactive Internet television receiver comprising:

a tuner receiving a broadcasting signal representative of an image, the broadcasting signal including position information of at least one interactive region within the image and an address of an Internet Web site preassigned to the interactive image region;

a memory storing the received position information and the Web address;

a display screen displaying the image;


an internet module connecting to the Web site based on the stored Web address and receiving contents of the Web site when the interactive image region is selected by a user;

and

a microprocessor generating control signals for displaying the received contents of the Web site on the display screen.

26. (New) The interactive Internet television receiver of claim 25, wherein the Internet Web site includes one or more Internet Web pages related to an object included in the interactive image region.

27. (New) The interactive Internet television receiver of claim 25, wherein the address of the Web site is a uniform resource locator (URL).

28. (New) The interactive Internet television receiver of claim 25, wherein the user  selects the interactive image region by locating a moveable cursor within the interactive image region and entering a selection command via a TV control unit.
